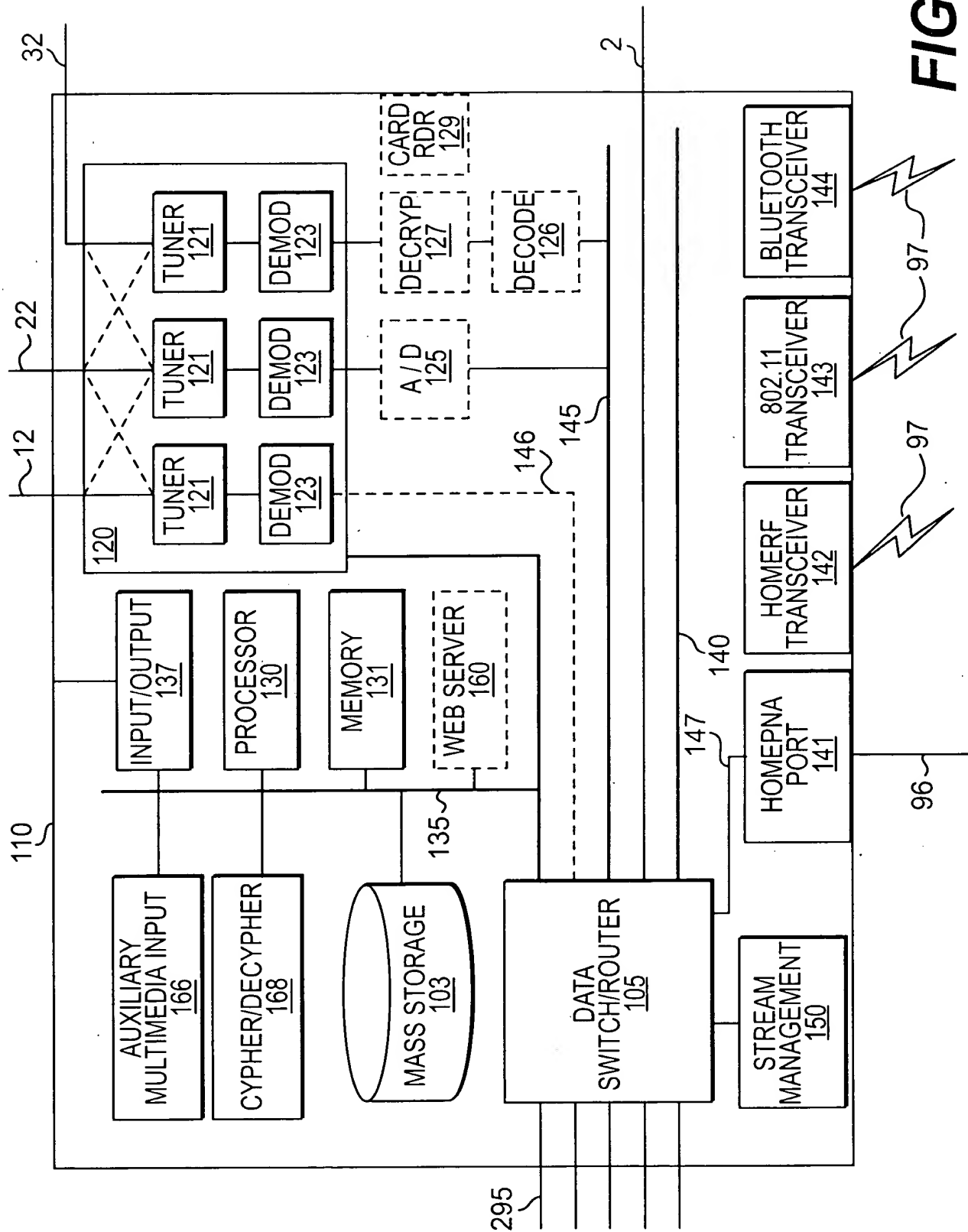
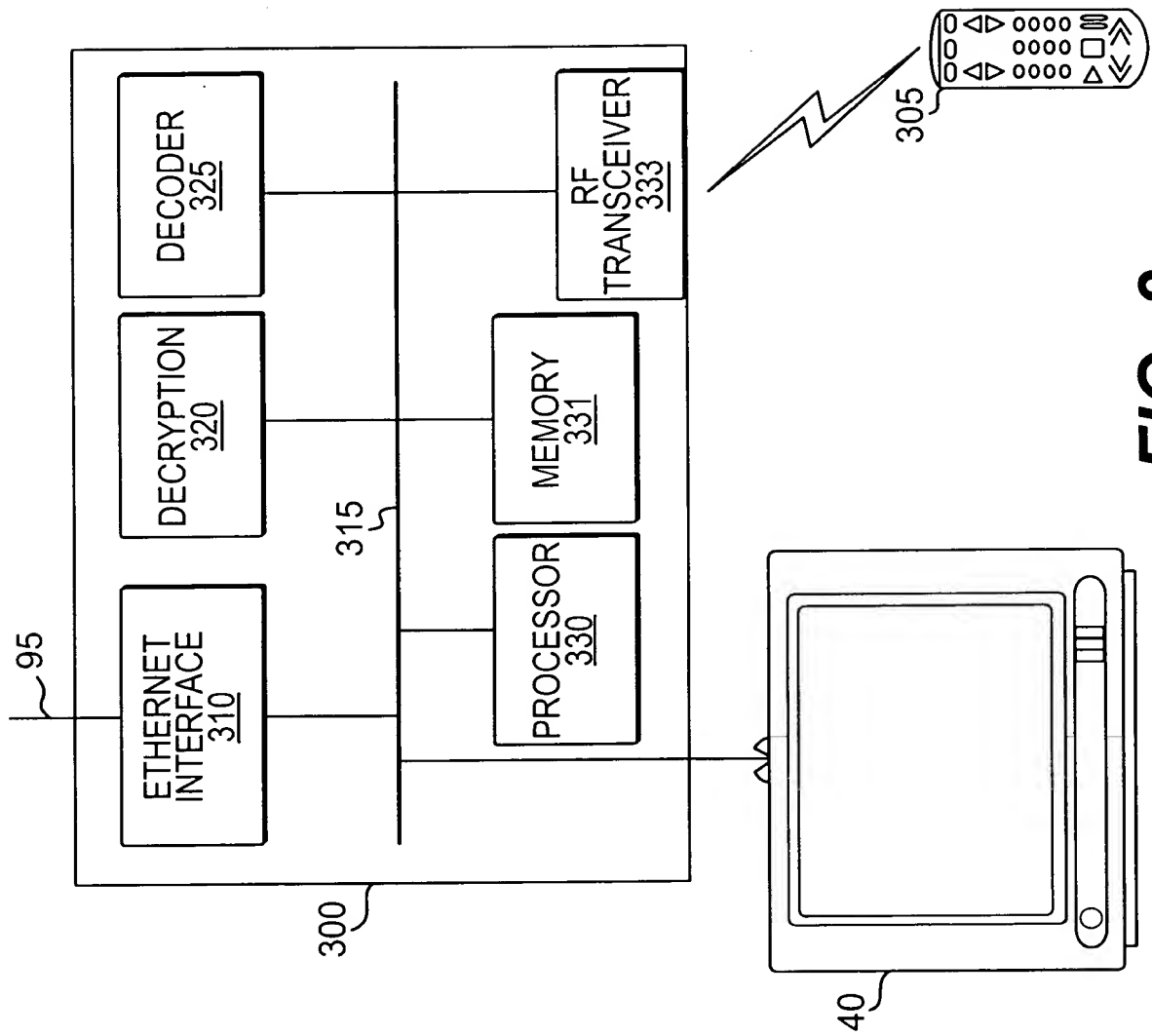
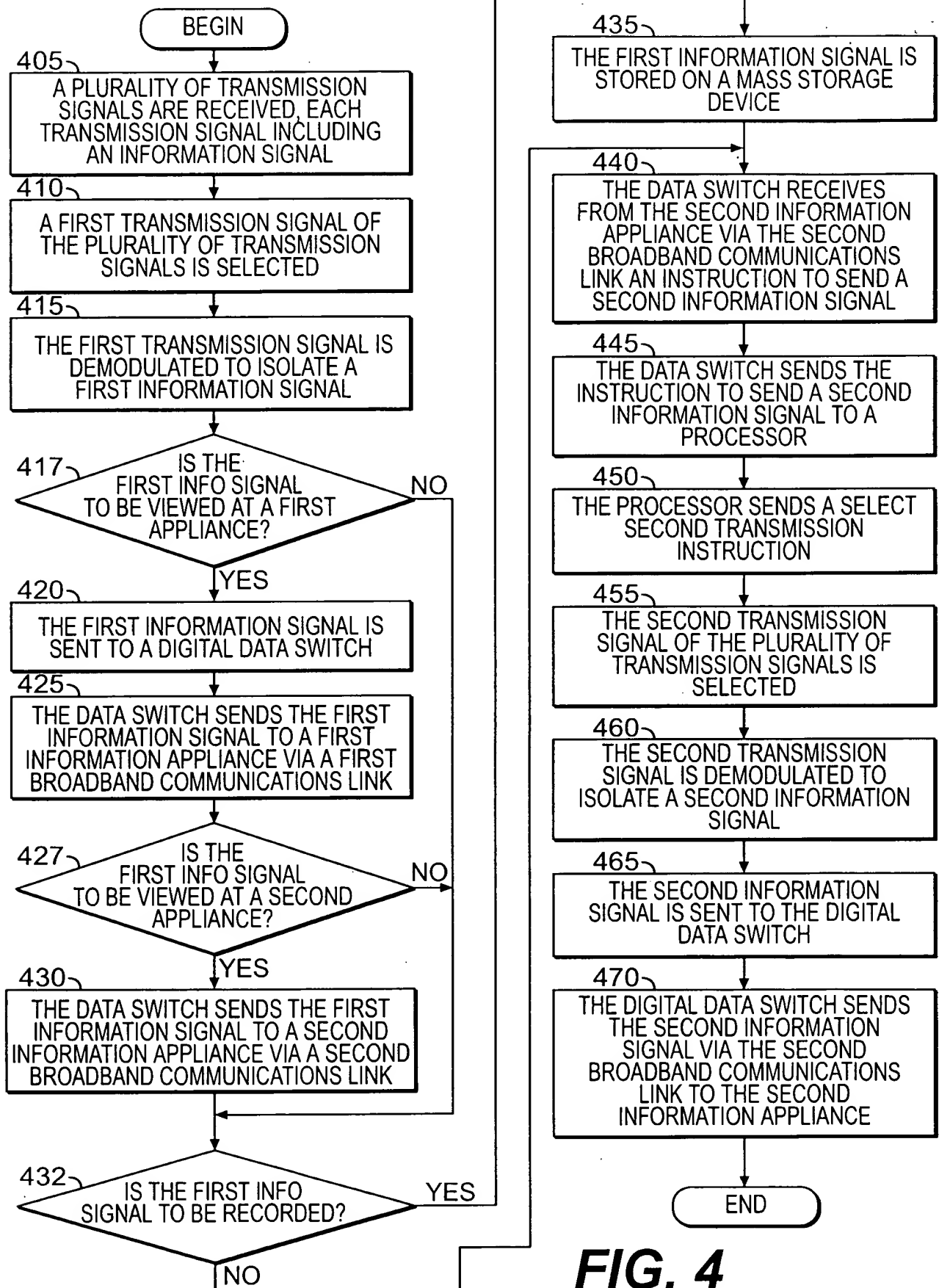


**FIG. 1**





**FIG. 3**



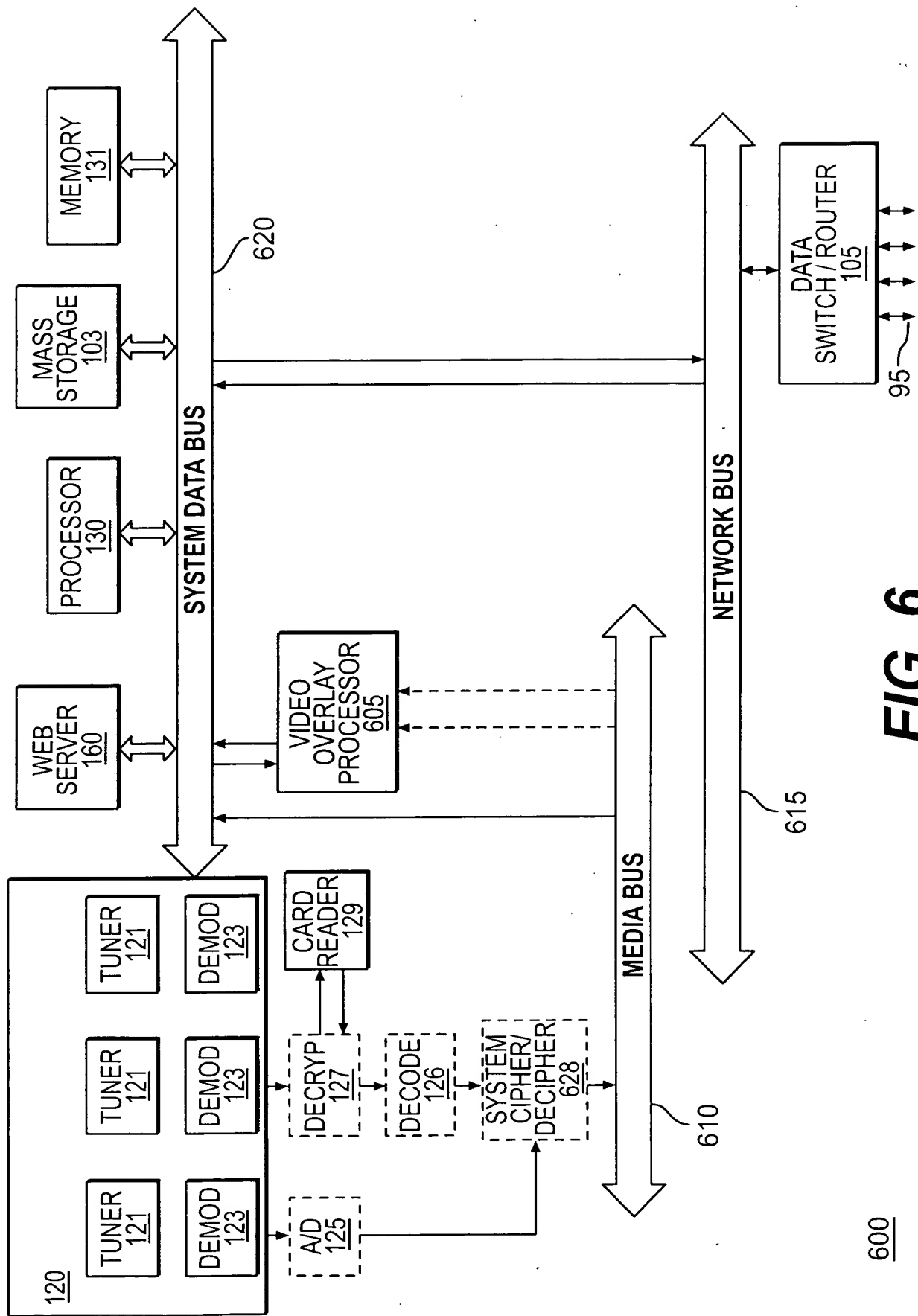
**FIG. 4**

500

505	510	515	520	525	530
MOVIE A	AUDIO-VIDEO	PLAY COST X	PLAY INDICATOR	PURCHASE COST X	PURCHASE INDICATOR
MOVIE B	AUDIO-VIDEO	PLAY COST Y	PLAY INDICATOR	PURCHASE COST Y	PURCHASE INDICATOR
SONG A	AUDIO	PLAY COST Z	PLAY INDICATOR	PURCHASE COST Z	PURCHASE INDICATOR
ALBUM A	AUDIO	PLAY COST Y	PLAY INDICATOR	PURCHASE COST Y	PURCHASE INDICATOR

501

**FIG. 5**



**FIG. 6**